

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMERICAL INC.

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Printed in U.S.A.

BEAT INFLATION SMOKE A BUCK



**Full rich flavor,
not full price.**

Available in Kings & Kings Lights

© Philip Morris Inc. 1991

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

Mfr's suggested retail price:

Kings Lights 11 mg "tar",
0.7 mg nicotine - Kings, 14 mg
"tar", 1.0 mg nicotine av.
per cigarette by FTC method.



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